#WeRateDogs: Amusing Twitter Account that Jokingly Scores dogs

What more is out there to see about WerateDogs between when it was created and 2017?

Thanks to Matt Nelson for honoring the outcome of the Twitter polls at an [Applebee's](#) when he asked if he could create an account committed to rating dogs. That was democracy in disguise. He created the account after receiving bountiful encouragement from his social media space. Between November 2015 and July 2022, WeRateDogs has over 9 million followers and has received international media coverage. Besides the humorous comments that make people happy, I am delighted in Nelson for providing the archive of this account for teaching and learning purposes.

 I own a dog named Harriet; she is fun even though she often spearheads attacks on chickens at home. I had not thought about scoring her until I came across WeRateDogs. I perceived it as weird at first and who am I to raise questions? Brant is a scapegoat to all of us and I am sure he is living well with "**they're good dogs, Brent**." So now I have decided to rate Harriet 11/10. I will reveal to you in more detail the reasons why I have decided to adopt the dog rating system as I uncover some insights gathered from my just concluded analysis of 1,753 WerateDogs data.
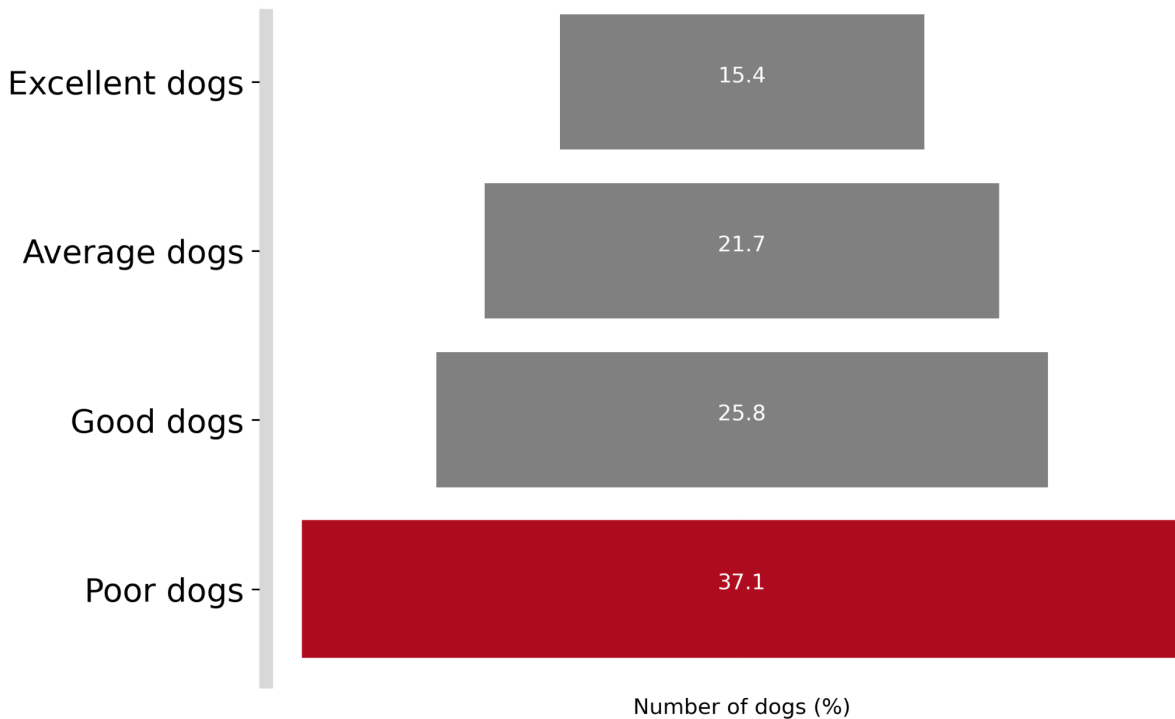
By reason of evaluating the fraction of all the dog's scores, I was able to group the rated dogs into 4 categories based on the following band scores:

Band score	Dog Rating
1.21 – 1.40	Excellent
1.11 – 1.20	Good
1.01 – 1.10	Fair
0.0 – 1.00	Poor

The Dog Rating Pyramid

Excellent dogs	15.4
Average dogs	21.7
Good dogs	25.8
Poor dogs	37.1

Number of dogs (%)

Contrary to popular opinions about the WeRateDogs rating system, it displays a pyramidal type despite accommodating a higher numerator value than the denominator. In other words, it has been certainly uneasy for many dogs to earn the excellent barge. This is similar to every other conventional rating system where the highest band is for a few that have demonstrated rare qualities, while the bottom pyramid is reserved for qualities below certain standards. In the history of WeRateDogs postings, the percentages of dogs that have been accorded the excellent barge are the fewest, while poorly rated dogs sit at the bottom of the pyramid and they constitute the largest number (37.1%) so far.

🐦 Twitter Folks Seeing Through Similar Lens

Average Likes and Retweets by Dog's Quality Type
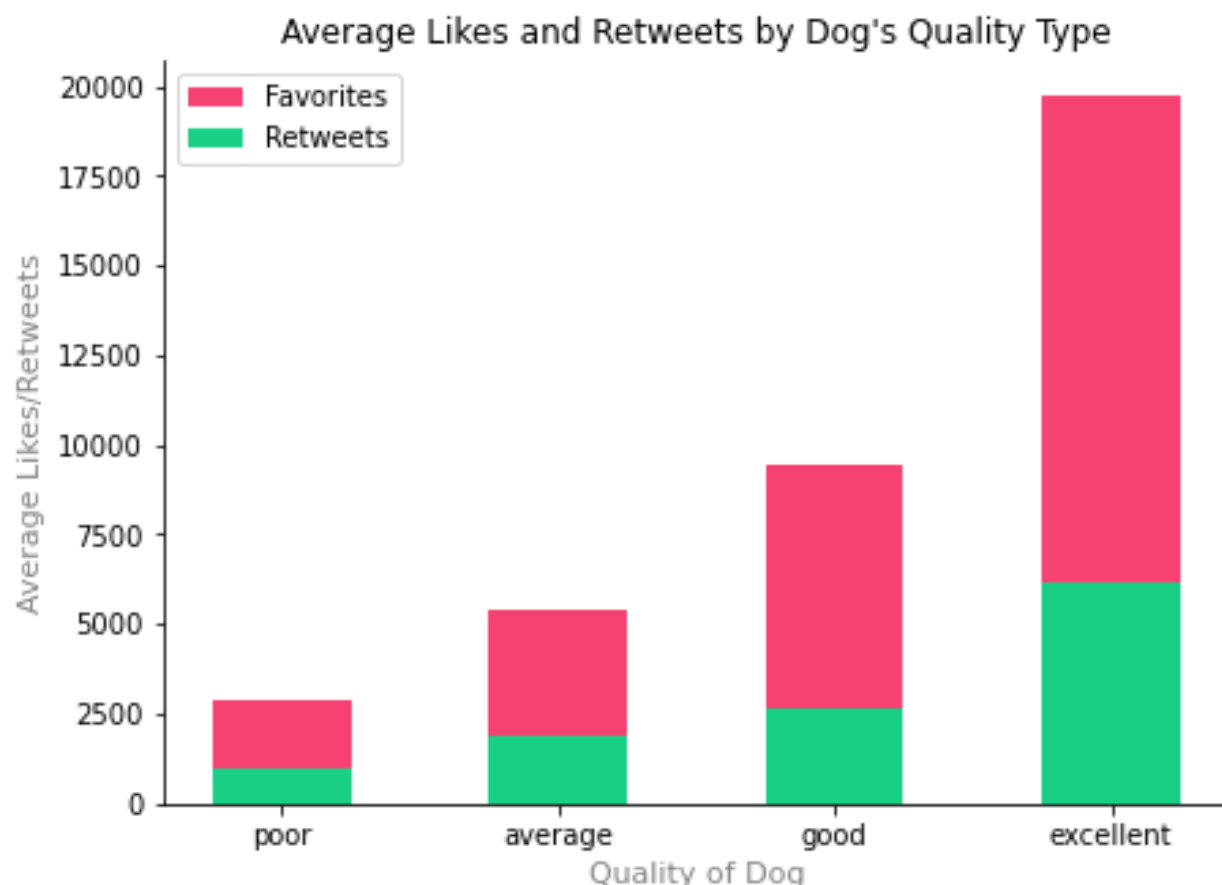
In the affirmative, Twitter folks unconsciously follow the rating pattern of WeRateDogs with the Likes and Retweets buttons. Behind the camera, They see similar dogs as being poor, average, good, or excellent. There seems to be some sort of psychological agreement in the way the dogs were being awarded their scores. When @dogs_rate sees an average puppo, Twitter folks see an average puppo. How else does one explain the connection? A simple way to grasp the idea is this: **Excellent Dogs get the most attention**, and **Poor Dogs get the Least attention.**

The similar rating dog perception is phenomenal. God knows if Brant had figured out this, it might have saved him tons and tons of memes about him on social.

Populous Pupper

Number of Dog stages posted
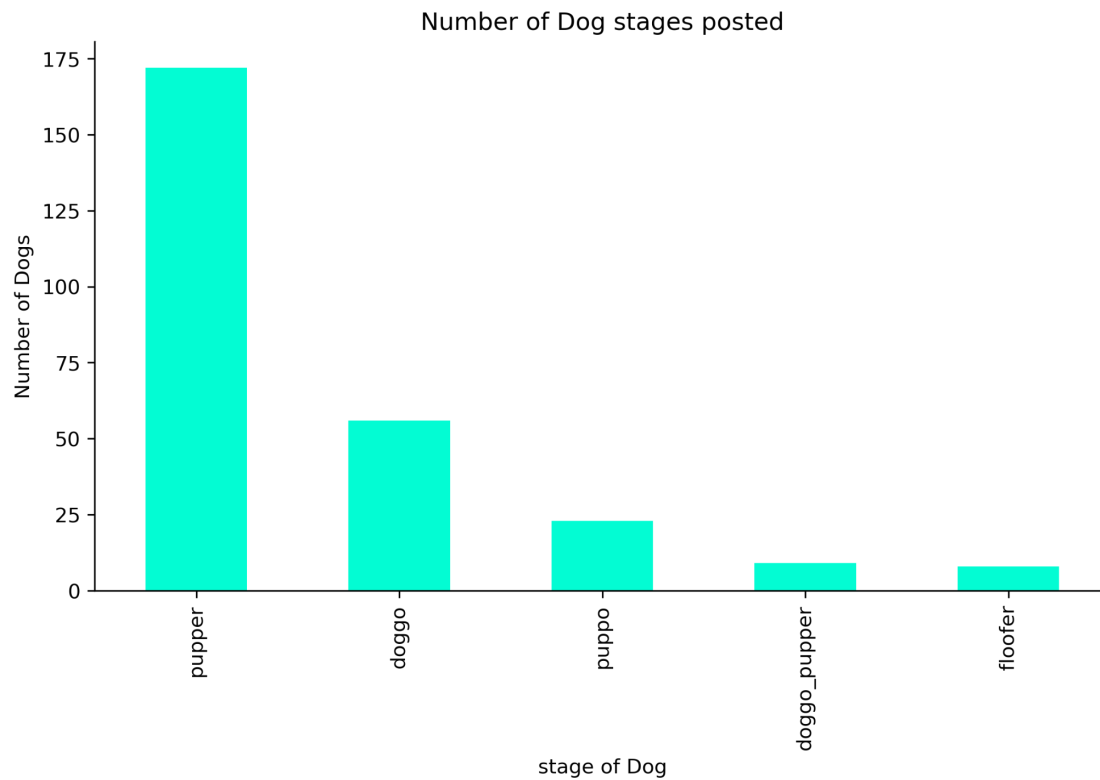
The account post many dogs of different stages namely, pupper, doggo, doggo-puppo, puppo and floofler in the period given. Although there were many unclassified, pupper top the list of dog stages that were posted between 2015 and 2017 with a total of 172 Puppers followed by doggo (56). From many indications the account rarely post puppo and floofer which total 9, and 8 respectively. I need to clarify something here, doogo-puppo is a parent dog and her puppos. It's a combination of many dogs rated altogether. Which among the 5 categories dogs are poor or excellent?

Poor Puppos

Number of Dog Stage by Ratings
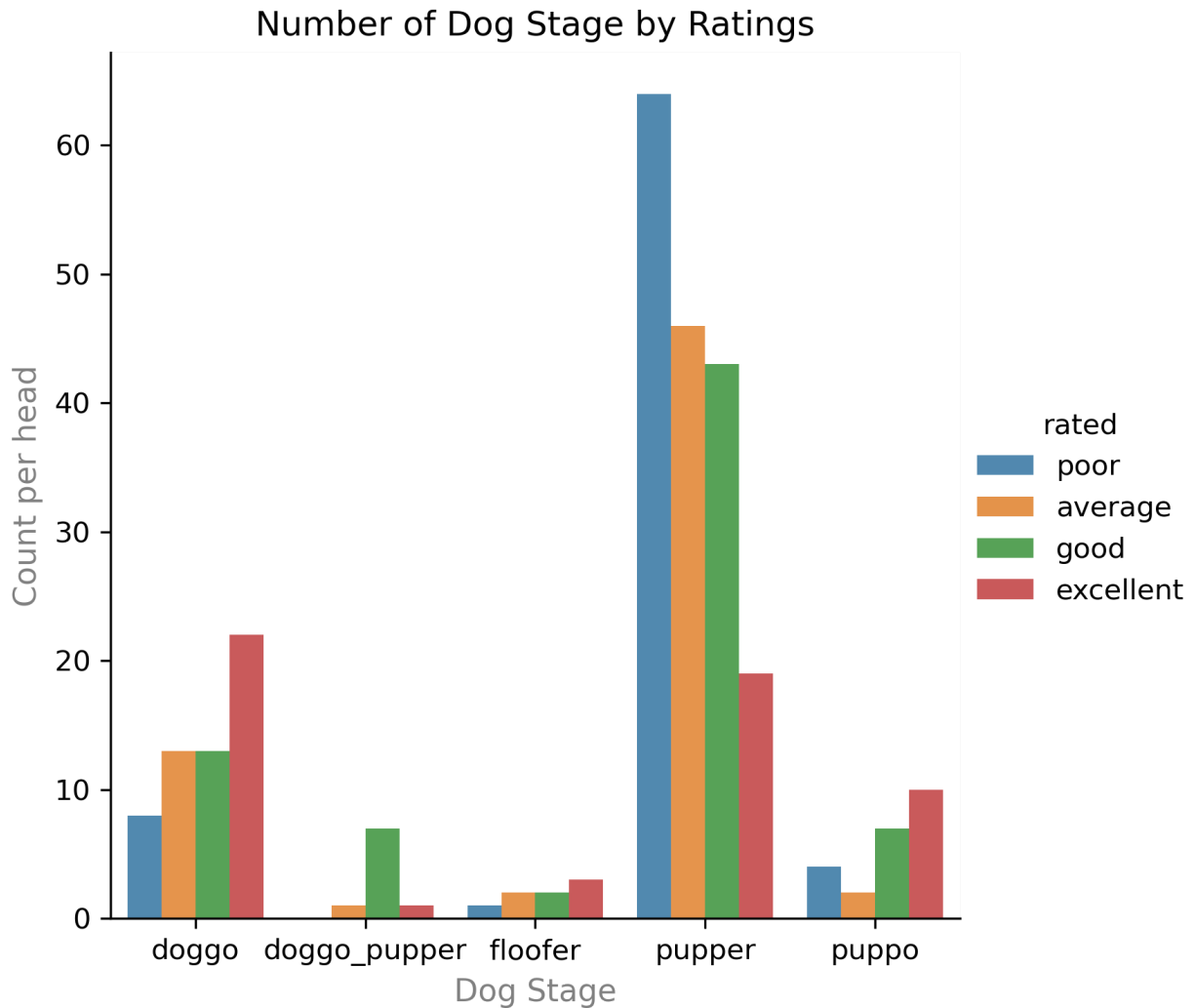
Poor Puppers, Excellent Doggos

It is obvious, **Puppers** are the poorest. Hmm! On average, doggos got ratings between average - excellent. In fact, they dominated the top of the pyramid compared to others but we cannot seem to reconcile why a doggo and her puppies in a visually appealing picture couldn't be an excellent score. Certainly, **Poor Puppers** own estates and a vast expanse of Arid land down the rating pyramid. Apologies to Pupper owners out there!

Despite more and more Poor puppers posting, twitter engagement continued to soar. 🐦

Average Growth in Likes and Retweets by Year
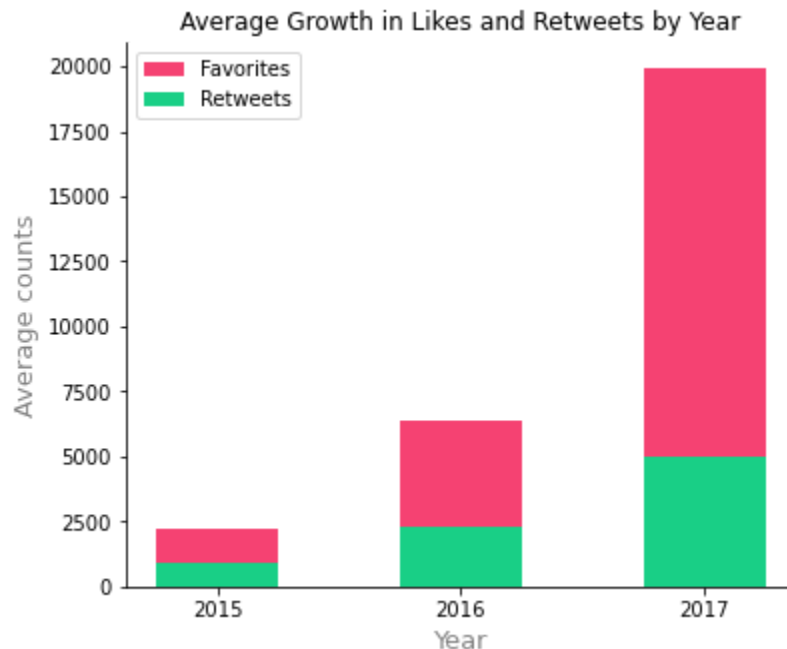
The audiences don't care as long as the rating system is concealed. Their social engagement steeped much higher after maintaining a steady growth in the number of users that liked their content between 2015-2016 merely considering the number of Likes, while that of Retweet remained steady between 2015-2017. Along the same line, it was found that as the number of Likes increases, the number of retweets extends in a similar direction. Although the association between Retweets or Likes and dogs' fractional scores displayed a weakly positive association. It didn't matter whether their rating system is comprehensive or not, people love them for their humorous comments and perhaps the rating system is apprehensive too due to its unconventional nature.

Credit to Excellent Puppo

2017 witnessed massive Likes and Retweets for the WeRateDogs account. Although the account rarely engages audiences with hashtags, some hashtags were found to be the vehicle for WeRateDogs' popularity in 2017. One notable hashtag is the #WomenMarch which was a result of a protest in the US. It accounted for 1,124,144 likes and 39935 retweets in a single day. The only dog that was posted on that day was a puppo and according to her band score, she earned an excellence barge. Other hashtags like #ScienceMarch, and #PrideMonth also contributed meaningfully to the account's popularity. Interestingly all the dogs that were posted on the occasions were excellent dogs

Summary

Even though the rating system does not agree with Math theories, the WeRateDogs system could be seen as pyramidal just like every other rating system. As it is possible for a student to score "A" in mathematics or "B" in another subject, @dogs_rates also provides a system where poor dogs are placed in separate categories from the good ones. After all, they know good dogs according to the handle's reply to another verified Twitter user, Brant, "they're good dogs, Brent.".

Puppers dominated the handle's posts yet they sit largely at the bottom of the scoring pyramid. It was also found that the handle rarely uses hashtags to engage the public, the major landslide surge was a result of hashtags being a driving force and they seemed to have been selective in choosing the quality posted during those events. They posted Excellently rated dogs most of the time on those rare occasions which could have spiced up their social engagement. Excellent **Puppo** should be commended for her support in solidarity during the #WomenMarch, she earned more Likes and more Retweets for the account.